

BEST TIME TO GAIN NEW FLESH

Those Who are Thin and Pale
Should Take Father John's
Medicine Now



Experts agree that this is the best season of the year to build up the strength and weight that has been lost during the winter. Father John's Medicine is made of pure and wholesome food elements which strengthen and build up those who are weak and run down and these food elements are easily taken into the system. It is absolutely safe and does not cause any danger.



ATTENTION

The Community Cash Grocery Co. sell the highest grade Groceries at the lowest prices in Norwich. They have a telephone (759) also auto delivery service.

If you don't care what prices you pay or what quality goods you get, don't bother us and we won't bother you.

Dried Lima Beans, 2 lbs. for 25c
California Pea Beans 11c lb.
Yellow Eyes 13c lb.
Red Kidneys 1c lb.
Split Peas 13c lb.
Extra Fancy Head Rice 12 1/2c lb.
Dried Peeled Peaches 27c lb.
Large Prunes 23c lb.
Aus in Nicholas Asparagus Tips 2c can
Tomatoes, fancy, 14 and 15c per can
Tomatoes, large cans, 18 and 25c per can
String Beans (cut), 16c per can
Sweet Corn 17c per can
Fancy Sifted Java Peas 15c per can
8c large rolls of Toilet Paper 6 for 25c
Sugar 10c per lb.
Green Mountain Potatoes, not chilled, smooth and good, 40c per cwt.
Wet Shrimp (B. & M.), 14c can
Sardines 8 and 10c per can
Domestic Tomatoes, first quality, by can or case, 11c each can
Libby's Pineapple 15 and 28c the can
Peaches, large cans, 30c the can
Maraschino Cherries 14c bottle
Apricots, large can, 25c the can
Unexcelled Coffee, 40c quality, 34c the pound
Princes Coffee, none better at any price, 40c the pound
Tea—Green, Mixed, Oolong, English Breakfast, etc., 50c the pound

**Community Cash
Grocery Co.**

81 Franklin Street, Norwich



SHOE REPAIRING

Done quickly and at reasonable prices.
10 YEARS' EXPERIENCE
Also Shoe Shining Parlor in connection.
BROADWAY SHOE REPAIR SHOP
52 Broadway

NERVOUS EXHAUSTION

"FRUIT-A-TIVES", or Fruit Liver
Tablets, Give Great Relief.



MR. WM. H. OSTRANDER

835 Grant St., Buffalo, N. Y.
"I have been paralyzed on the whole right side since April 30th. I referred the case to a physician, who wrote me personally, advising the use of 'Fruit-A-Tives'."

I bought three boxes and used them as directed. I am feeling fine—better than I have in the past nine months.

I would not be without 'Fruit-A-Tives' for anything; no more strong cathartics or salts so long as 'Fruit-A-Tives' are purchasable; no more bowel trouble for me.

I recommend 'Fruit-A-Tives' to all. I feel more like 30 than 61, which I have just passed."

WM. H. OSTRANDER.

Box, 6 for \$2.50, trial size 25c. At all dealers or sent on receipt of 50c. FRUIT-A-TIVES Limited, Buffalo, N. Y.

BOZRAH

On account of the severe storm Friday evening the entertainment and dinner given by the men of the First Congregational Church, at Bozrah, Saturday evening, with a good attendance. About fifteen dollars was realized.

Mrs. George Abel is spending a few weeks with her mother, Mrs. O. F. Rogers, at Carver Lake. Miss Rachel Palmer is visiting Mrs. Abel and family.

When Bozrah grange held its meeting last Monday evening the hall and fourth degrees were given by the grange. After the initiation and supper was served, which consisted of escalloped oysters, roast beef, cranberry jelly, plum pudding, pie, coffee, and orange. There were fifty present, including visitors from Norwich and Lehigh.

Row Haven.—Twenty of 30 men who were in the Yankee Division were in the city hall to take the oath to Grant as guests of the city and take part in the divisional parade on the 25th.

Assistant To Director General of Railroads



M. Bruce Claggett, former private secretary to Secretary of the Treasury, has been named as assistant to Director General of Railroads Walter D. Hines. Mr. Claggett worked on Washington news for several years and then worked for the press association there, being assigned to the White House, where he remained as a reporter until appointed secretary to Mr. McAdoo.

"Really
DELICIOUS"



FOR CONSTIPATION

THEY WORK WHILE YOU SLEEP

FIFTIETH ANNIVERSARY OF ADVERTISING AGENCY

Philadelphia, April 4.—A half century of advertising history was brought to an auspicious close here tonight by one of the largest assemblies of advertisers, advertising men, publishers and captains of industry ever gathered together. Nearly a thousand of these leaders of the advertising business celebrated the fiftieth anniversary of the founding of N. W. Ayer & Son, the oldest and largest advertising agency in the country, by a banquet in the Bellevue-Stratford Hotel.

The event was notable, not only because of the eminence of the guests present, but because it marked a milestone in the progress of one of the most respected and powerful of constructive forces in American business. It brings to the minds of those who have been associated with the advertising business since its early beginning, the part played by N. W. Ayer & Son in building it up.

The speakers at the banquet were ex-President William Howard Taft; Victor Lawson, publisher of the Chicago Daily News; Earl D. Babb, president of the American Sugar Refining Company; N. C. Kingsbury, vice president of the American Telephone and Telegraph Company; Edward W. Bok, editor of the Ladies' Home Journal; Edward S. Jordan, president of the Jordan Motor Car Company; and members of the firm, Albert G. Bradford, Jarvis A. Wood, Wilfred W. Fry and William M. Armistead. P. Wayland Ayer, who with his father, Nathaniel W. Ayer, was the original founder of the firm of N. W. Ayer & Son, and is now the active head of the business, presided as toastmaster.

One of the features of the jubilee was the presentation of a portrait painting of P. Wayland Ayer to the organization. The presentation was made by Albert G. Bradford, a member of the firm. Mr. Ayer was then presented with a testimonial of appreciation signed by all the guests present and employees of the firm. The testimonial, in the form of an elaborately bound and illustrated autograph book, bore the inscription:

"To P. Wayland Ayer, who made a motto and has lived it, who evolved a principle and has practiced it, who set an ideal and has attained it."

Tribute was paid to the memory of Henry N. McKinney, a member of the firm who died April 15, 1918. Mr. McKinney was associated with the firm for forty-two years and was recognized by advertisers and publishers alike as the foremost developer and seller of advertising in the country. Perhaps the best known of his advertising creations is Uneda biscuit, but that is only one example of his genius which was applied to scores of articles and service in many lines to which advertising has been applied.

A historic tablet on which was inscribed "His constructive genius and tireless energy made inestimable contribution to adequate recognition of the power of advertising" was presented to the organization in memory of Mr. McKinney.

Numbered among the guests at the banquet were representatives of each of the clients of N. W. Ayer & Son, and the four hundred employees of the firm. Page boys and page girls were ranged behind the chairs of the speakers as living "place cards." Entertained behind the chair of Mr. Taft was a living picture of G. O. P. Behind Mr. Bok, of the Ladies' Home Journal, was "Color Page" in black-face make-up. Facing Mr. Jordan, of the Jordan Motor Car Company, was "Miss Play Boy" in character. Behind Mr. Kingsbury, of the American Telephone and Telegraph Co., stood a "line man." Mr. Babb, of American Sugar, was announced by a package of "Domino Sugar."

The history of N. W. Ayer & Son, as told by Mr. Ayer, recalled to publishers and advertisers present, many of whom had been in the business for over fifty years, the early struggles of advertising for a respected place in business. At the time the agency was founded in 1869, advertising was confined to a very few great daily newspapers and the monthly magazines were unknown. N. W. Ayer & Son started without employees. In seven years there were twenty, in 1901 they numbered 200, and today they number nearly 400.

The firm early adopted the motto, "Keeping Everlastingly at It Brings Success," and with a beginning of \$15,000 the first year, today it points to an annual business of many millions. Within ten years it had taken the lead among advertising agencies and in the amount of business placed, and has kept it ever since. Since its founding the agency has paid to publishers more than \$100,000,000.

The agency was the first to adopt the open contract plan, with a fixed commission, since adopted by practically all other agencies, which quickly revolutionized American advertising and placed it on a high plane. The plan originated by N. W. Ayer & Son has been adopted by many agencies. The modern advertising agency is as different from the old as a department store is from a pack peddler.

The Ayer agency made the first successful venture into advertising a staple as a branded, trade-marked product. That was with Uneda Biscuit. Since then they have developed such famous products as "Domino Sugar," "Prince Albert Tobacco," "Camel Cigarettes," "Karo Corn Syrup," "Hires Root Beer," and "1847 Rogers Bros." Among other well known products advertised by Ayer are "United States Tires," "National Cash Registers," "Steinway Pianos," "Life-Saver Bunkles," "Seth Thomas Clocks," "Blue Mink Overalls," "Dixie Pencils," and "Coca-Cola Fountain Pens."

Having won its place as the foremost advertising agency in the country, N. W. Ayer & Son has set its aim upon still greater things for the advertising business. Recently it started an advertising campaign to "Advertise Advertising," pointing out to the reader of the daily newspaper the benefit to be derived from reading carefully every advertisement. This campaign provided for one piece of forty-inch copy once every week over a period of at least fifty weeks. According to announcement made at the banquet, by William M. Armistead, member of the

**The
CANDY
Cathartic**

The Boston Store The Reid & Hughes Co.

BUY WAR SAVING STAMPS



EVERY WOMAN'S INTEREST IS REFLECTED IN THE NEW CLOTHES

About half the secret of good dressing lies in selecting appropriate clothes, and whatever of charm and newness that exists in the Spring fashions will be found in The Boston Store.

The originality displayed in the clever wraps is a noticeable feature of the Spring modes. The cape, translated from the utility garment of an older generation, into a glorified outer wrap of definite beauty, is the most noticeable departure from the styles of last Fall. We show many very interesting new developments in these pretty garments. Coats, however, have not been neglected, and for those who desire the more conservative style we have a good selection.

Spring Suits have a definite fashion message, too. Fashion moves swiftly these days, and our big suit display cleverly illustrates how a subtle change of line, or a different application of an accepted detail, brings newness and individuality.

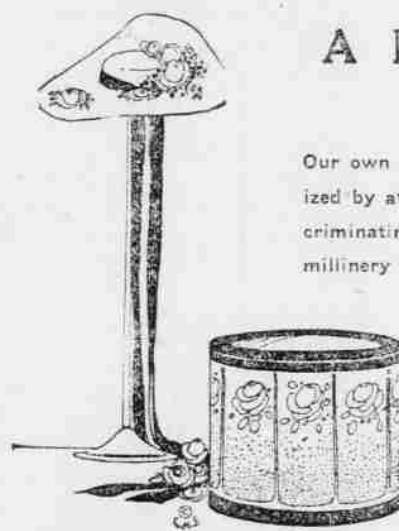
Frocks follow suits lines, even to the adoption of vest effects, and many charming designs are presented. "Betty Wales" dresses are a feature of our stock this year—dresses which bring to you the skill of the best designers that this country possesses at the most reasonable prices.

Come In and See the Pretty New Things

Superb Millinery Modes

A Revelation of Correct Millinery Awaits Your Visit

Our own adaptations of the most select and advanced modes are characterized by attention to the individual type requirements, which women of discriminating judgment appreciate as the "exclusive" feature of Boston Store millinery offerings.



The Trim-fitting Turban, the Piquant Poke, the Up-turned Brim and the tailored Sailor, all find their place in this expertly prepared collection. Ostrich is much favored for adornment purposes—wings and flowers find altogether new and charming ways of posing on crown and brim—and the beautiful Spring colorings complete the beauty of the display.

Select the Easter Hat Now

BUY WAR SAVING STAMPS

Sale of Lace Trimmed Bureau or Table Scarfs

THREE SPECIAL LOTS AT THREE SPECIAL PRICES

We have just received a shipment of these handsome scarfs which are divided into three lots according to their style and quality. They are all one size—18 by 54 inches and variously trimmed with pretty Filet, Cluny and Torchon laces—some very handsome panel and medallion effects in the lot. This is the first opportunity in a long, long time that we have been able to offer values which could even approach these given below.

98c values SPECIAL PRICE 50c
\$1.50 values SPECIAL PRICE 89c
\$1.98 values SPECIAL PRICE \$1.15



Beginning Today—A One Week's Sale of White Waist Patterns

In our White Goods Department, beginning Saturday, we are going to place on sale a large assortment of 2 1/2-yard waist patterns. These patterns have all been carefully selected from the most beautiful of this season's sheer, white fabrics. They are as dainty and as crisply new and fresh as new Spring merchandise should be—maybe delicious would not be inappropriate to describe them.

There are plain white, sheer weaves and many beautiful stripes, plaids and other designs—all in white of course. Something here to suit your individual taste.

PLAIN WEAVE PATTERNS AT 82c-98c—\$1.25 AND \$1.48 EACH
PLAIDS AND STRIPES AT 65c-98c—\$1.13 AND \$1.25 EACH

LAST DAY OF SPRING NOTION SALE

This is a message to you, madam, if you ever take your needle in hand to do any sewing. In this department, during this sale, you will find every sewing necessity at a reduction from the regular price—a chance to save money on every purchase you may make. Saturday is the last day of this Sale, and if you would take advantage of the savings to be made you will have to do it then.

DON'T WAIT—LAY IN YOUR SUMMER SUPPLIES

10c Common Pins, best quality... 8c
Clinton Safety Pins—Sizes 00 to 1—Sale price..... 5c
Sizes 2 to 3—Sale price..... 8c
12 1/2c Robert's and Milward's Needles—Sale price..... 10c
Kirby Beard Hair Pins—all sizes in plain and crimped—Sale price..... 4c
Whitcomb and Alliance Snaps, in all sizes—Value 10c—Sale price..... 8c
10c Alliance Hooks and Eyes... 7c
Cotton Shirt Belting in black or white, two widths, 1 1/2 inch value 12—Sale price..... 10c
2-inch, value 15c—Sale price..... 12c
Elastic Web of best quality, 3/4 to 1-inch widths—Sale price..... 6c
1 1/2 and 3/4-inch—Sale price..... 10c
3/4 to 1-inch—Sale price..... 14c
5c Hat Elastic—Sale price..... 4c
Coat's Thread in all sizes—Sale price, dozen..... 66c
3c Maclellan's Darning Cotton—Sale price..... 2 for 5c

**The Boston Store
The Reid & Hughes Co.**

firm, over nine hundred newspapers have accepted the campaign. The Ayer agency made the first successful venture into advertising a staple as a branded, trade-marked product. That was with Uneda Biscuit. Since then they have developed such famous products as "Domino Sugar," "Prince Albert Tobacco," "Camel Cigarettes," "Karo Corn Syrup," "Hires Root Beer," and "1847 Rogers Bros." Among other well known products advertised by Ayer are "United States Tires," "National Cash Registers," "Steinway Pianos," "Life-Saver Bunkles," "Seth Thomas Clocks," "Blue Mink Overalls," "Dixie Pencils," and "Coca-Cola Fountain Pens."

COLCHESTER

Miss Grace Beebe has resigned as stenographer with the Shore Line Trolley company at Saybrook and has entered the employ of an insurance company at New London.

Mrs. Dennis W. Bigelow is the guest of friends in Essex for a few days. Joseph Soltz of New London was in town Thursday.

David B. Murray and James Johnson were in Willimantic to attend the fifth anniversary celebration of the Willimantic lodge of Elks.

Dr. A. L. Robbins was a caller in Middletown Wednesday. Mrs. Edwin S. Munson and children have returned after a week's visit in Yonkers, N. Y. They attended the big parade in New York city.

Frank Sherman is seriously ill at his home on South Main street.

Mrs. Arthur H. Chapman has returned after a few days' visit with her sister in Canterbury.

Louis E. Baldwin of Middletown was calling on friends in town Friday.

LEDYARD

Probably the final hearing on the estate of William L. Main, late of Ledyard was held before the probate court in Ledyard on Monday afternoon. William L. Main was a former resident of Ledyard and amassed a fortune of upwards of a hundred thousand dollars. This estate has been in the probate court nearly 30 years, and nearly every lawyer in New London county has been connected with distributing this estate in some way or other. The late Judge George Fanning and Jacob Gallup, now of Norwich, were the executors. Jacob Gallup, the surviving executor, together with many of the heirs, was present.

It looks now as though the peach buds were not injured and that there will be a large crop of fruit, unless another cold wave comes.

The meeting of the Ecclesiastical Society of the Congregational church which was to be held Saturday last, was postponed to this (Saturday) afternoon, when it will be held at Ledyard Center.

Sunday, April 7, there is to be a business session of Sunday school officers at the Congregational church. This will follow the morning service and Sunday school.

Mrs. Fannie Clark entertained Sun-

day her cousin, James T. Lamb of Lansdowne, Pa. Mrs. Fannie Lamb, Mrs. Bertha Lamb, Miss Hazel Lamb and Mr. and Mrs. Carl Weiman and family.

Mrs. Isaac G. Geer has been the guest the past two weeks of her daughter, Mrs. Ernest Smith of Franklin.

Miss Anna Blatherwick was the

leader of the Christian Endeavor meeting Sunday evening. The topic was Christianity and Child Labor.

The Ledyard Thimble club met with Mrs. Bertha Church Tuesday afternoon. Much sewing was done and refreshments were served. The next meeting will be held with Mrs. Arthur D. Barrett, in two weeks.

George Garrahy, who was drafted

into the service and went as far as Maryland, where he was employed in making gas, has been discharged and has hired the Peter Williams farm. This is the same farm that he leased before entering the service.

Cromwell—Harry Swanson, while hunting muskrats in the meadow had a narrow escape from drowning.

South Manchester.—The name of Colonel Halstead Dorey, son-in-law of Mrs. Knight D. Cheney of South Manchester, is contained in the latest official list of officers awarded the distinguished service cross. Colonel Dorey's home is in Manchester and he had formerly served in the Spanish war.

THE CLEVELAND TRACTOR



The work of the Cleveland Tractor covers practically the whole program of farm production—PLOWING, DISCING, HARROWING, SEEDING, CULTIVATING, MOWING, HAY-RAKING, HAYSTING, THRASHING as well as all kinds of hauling.

Requiring only one man to operate it, The Cleveland has repeatedly demonstrated its ability to do more work, day in and day out, than three 3-horse teams and three men. It means greater production at lower cost.

Write today for illustrated booklet and price list. Address Dept. K. We also carry a complete stock of OLIVER PLOWS, HARROWS and PULVERIZERS. Write for prices.

THE C. S. MERSICK & CO.

EXCLUSIVE DISTRIBUTORS FOR CONNECTICUT
NEW HAVEN CONNECTICUT

OUR COAL PRICES

are now the lowest for the season. We have reduced prices for Chestnut, Stove and Egg to \$11.00 per ton since March 5th. This price will advance very shortly, without further notice.

Our modern equipment of machinery enables us to handle coal at a much lower figure than any coal yard in the city.

We sell "OLD COMPANY'S LEHIGH," which is the best coal mined. All rail—no breakage.

TRY US

SHETUCKET COAL & WOOD CO.

TELEPHONE 1257